

<i>SERFF Tracking Number:</i>	<i>MUTM-127190515</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>United of Omaha Life Insurance Company</i>	<i>State Tracking Number:</i>	<i>49026</i>
<i>Company Tracking Number:</i>	<i>KELLY KRUMWIED</i>		
<i>TOI:</i>	<i>LTC03I Individual Long Term Care</i>	<i>Sub-TOI:</i>	<i>LTC03I.001 Qualified</i>
<i>Product Name:</i>	<i>Long Term Care Advertising - AFN43555</i>		
<i>Project Name/Number:</i>	<i>Long Term Care Advertising/AFN43555</i>		

Filing at a Glance

Company: United of Omaha Life Insurance Company

Product Name: Long Term Care Advertising - SERFF Tr Num: MUTM-127190515 State: Arkansas
AFN43555

TOI: LTC03I Individual Long Term Care

SERFF Status: Closed-Filed-Closed

State Tr Num: 49026

Sub-TOI: LTC03I.001 Qualified

Co Tr Num: KELLY KRUMWIED

State Status: Filed-Closed

Filing Type: Advertisement

Reviewer(s): Harris Shearer,
Stephanie Fowler

Author: Kelly Krumwied

Disposition Date: 07/08/2011

Date Submitted: 06/10/2011

Disposition Status: Filed-Closed

Implementation Date Requested:

Implementation Date:

State Filing Description:

General Information

Project Name: Long Term Care Advertising

Project Number: AFN43555

Requested Filing Mode:

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Status of Filing in Domicile:

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Individual

Individual Market Type:

Filing Status Changed: 07/08/2011

State Status Changed: 07/08/2011

Deemer Date:

Created By: Kelly Krumwied

Submitted By: Kelly Krumwied

Corresponding Filing Tracking Number:

Filing Description:

NAIC #: 261-69868

FEIN #: 47-0322111

United of Omaha Life Insurance Company

Long Term Care Advertising

Computer Presentation: AFN43555

Enclosed for review by your Department is a copy of the above-captioned advertising. The form is new and is not intended to replace any previously approved form. It will be used with appropriate approved forms in your state.

SERFF Tracking Number: MUTM-127190515 State: Arkansas
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We request that any information in brackets be considered variable.

For your reference, we will also be submitting this advertisement to your Department under a separate filing for Mutual of Omaha Insurance Company.

Your notice of acceptance of this filing will be greatly appreciated.

Sincerely,

Corporate Compliance and Ethics Division
For Questions, please contact Carly Cole
Phone: 402-351-2476; Fax: 402-351-5298
E-mail: advfilings@mutualofomaha.com

kk

Company and Contact

Filing Contact Information

Carly Cole, Product & Advertising Compliance carly.cole@mutualofomaha.com
Consultant

Mutual of Omaha 402-351-2476 [Phone]
Mutual of Omaha Plaza 402-351-5298 [FAX]
Omaha, NE 68175

Filing Company Information

United of Omaha Life Insurance Company	CoCode: 69868	State of Domicile: Nebraska
Mutual of Omaha Plaza	Group Code: 261	Company Type: Life Insurance
Omaha, NE 68175	Group Name:	State ID Number:
(402) 351-6910 ext. [Phone]	FEIN Number: 47-0322111	

Filing Fees

SERFF Tracking Number: *MUTM-127190515* *State:* *Arkansas*
Filing Company: *United of Omaha Life Insurance Company* *State Tracking Number:* *49026*
Company Tracking Number: *KELLY KRUMWIED*
TOI: *LTC03I Individual Long Term Care* *Sub-TOI:* *LTC03I.001 Qualified*
Product Name: *Long Term Care Advertising - AFN43555*
Project Name/Number: *Long Term Care Advertising/AFN43555*

Fee Required? *Yes*
Fee Amount: *\$50.00*
Retaliatory? *No*
Fee Explanation:
Per Company: *No*

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
United of Omaha Life Insurance Company	\$50.00	06/10/2011	48540940

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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	07/08/2011	07/08/2011

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Disposition

Disposition Date: 07/08/2011

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Form	Presentation	Filed-Closed	Yes

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Form Schedule

Lead Form Number: AFN43555

Schedule Item	Form Number	Form Type Form Name	Action	Action Specific Data	Readability	Attachment
Filed-Closed 07/08/2011	AFN43555	Advertising Presentation	Initial		0.000	AFN43555 new.pdf

Brighten Your Members' Lives

Long-Term Care Insurance for Association Members



Mutual of Omaha

**MUTUAL OF OMAHA INSURANCE COMPANY
UNITED OF OMAHA LIFE INSURANCE COMPANY**

AFN43555

Brighten Your Members' Lives

What Matters Most?

Premiums which are lower
than that available to the
general public

Attracting and
retaining members

Competitive, portable*
products

Responsive service from
local personal agents**

Free administration

Contemporary marketing
materials

* The insurance provided will be individual coverage and not group coverage.

** Washington Residents: All instances of the term "agent" contained within this presentation should be replaced with "producer".

Brighten Your Members' Lives



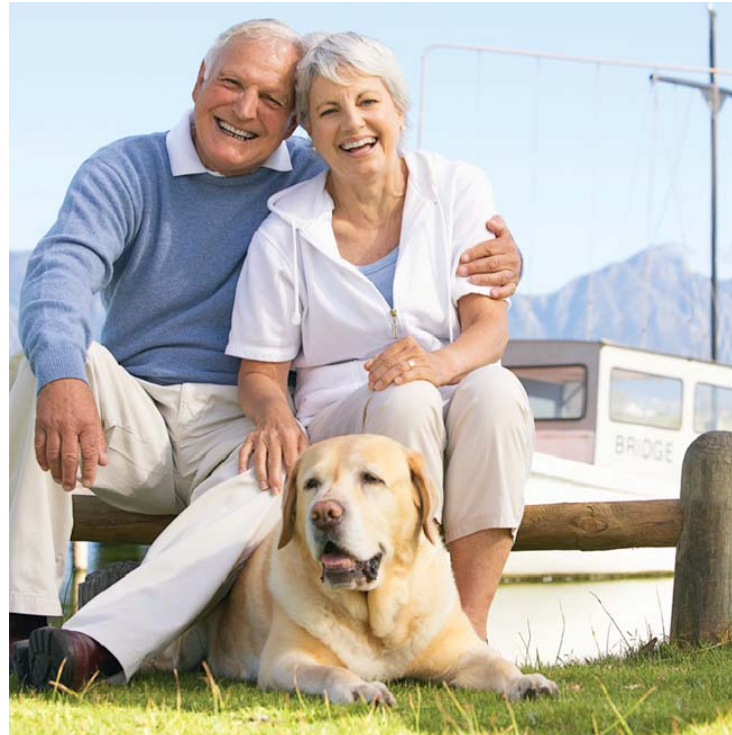
Mutual of Omaha



We offer a product your members may value:

Long-term care insurance

- Provides funds to help them get the care they need when they're no longer able to care for themselves
- Allows members to purchase this policy at a premium which is lower than that available to the general public



Brighten Your Members' Lives



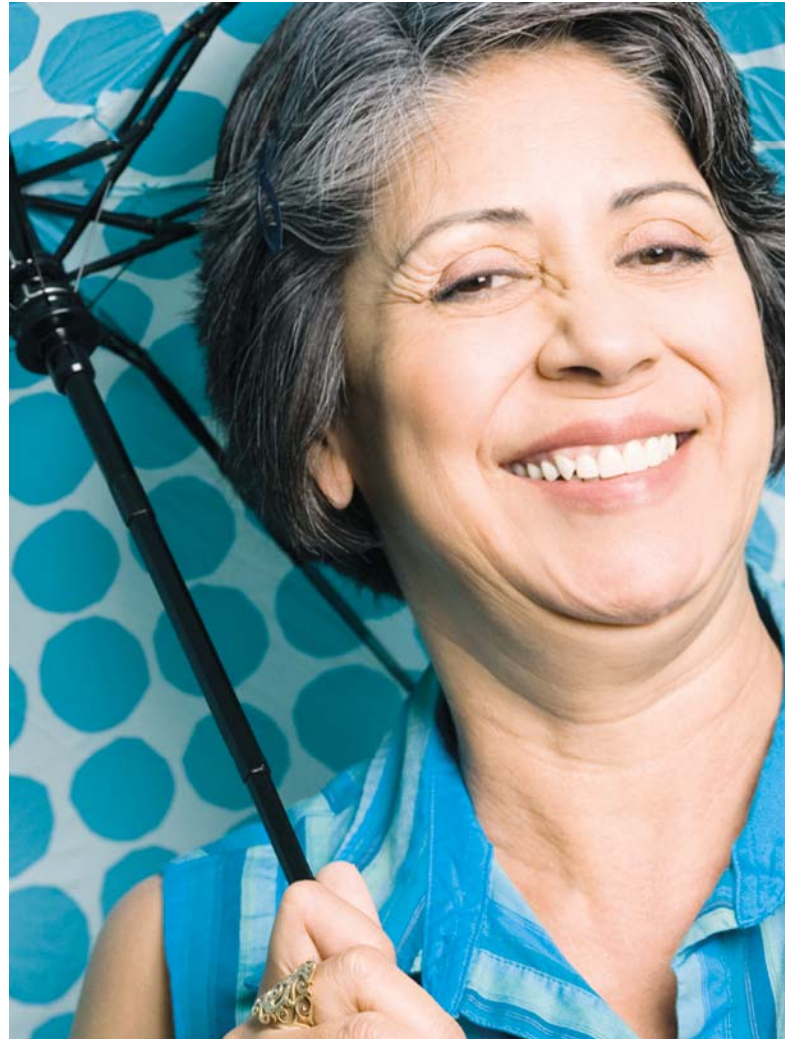
Mutual of Omaha



Experience

We provide insurance policies to members of more than 500 national, state and local organizations, including:

- National Small Business Association
- National Association for Female Executives
- American Advertising Federation
- National Livestock Producers Association



Brighten Your Members' Lives



Mutual of Omaha



Meeting all your members' long-term care needs.

Long-term care insurance may help them:

- Remain in the comfort of their own homes
- Avoid relying on family members to provide care
- Protect their retirement savings

Brighten Your Members' Lives



Mutual of Omaha



Meeting the needs of your association

Allowing us to make long-term care insurance available to your members may:

- Attract and retain members
- Increase member satisfaction
- Offer an attractive benefit that costs you nothing

Brighten Your Members' Lives



Mutual of Omaha



Current Ratings for Mutual of Omaha Insurance Company and United of Omaha Life Insurance Company

A.M. BEST COMPANY A+ (SUPERIOR) This rating is second highest of 16 For overall financial strength and ability to meet ongoing obligations to policyholders As of 06/11	MOODY'S INVESTOR SERVICE AA3 (EXCELLENT) This rating is fourth highest of 21 For current financial strength and ability to withstand financial stress in the future As of 06/11	STANDARD & POOR'S A+ (STRONG) This rating is fifth highest of 21 For financial strength to meet obligations to policyholders As of 06/11
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Independent agency ratings. Ratings refer only to the overall financial status of the company and are not a recommendation of the specific policy provisions, rates or practices of the insurance company.

Brighten Your Members' Lives



Mutual of Omaha



We'll Be There For Your Members

- Mutual of Omaha Insurance Company was chartered in 1909 – more than 100 years ago and is still going strong.
- United of Omaha Life Insurance Company was chartered in 1926



Brighten Your Members' Lives



Mutual of Omaha



A Contemporary Brand



MUTUAL of OMAHA
WILD KINGDOM

my aha moment
aha



Brighten Your Members' Lives



Mutual of Omaha



aha moments: True-life Stories of Inspiration

my aha moment
aha



“Either give up or
follow my dream.”

[Watch](#)



“It just keeps
getting better.”

[Watch](#)



“My 6-year-old
changed a
community.”

[Watch](#)

Brighten Your Members' Lives



Mutual of Omaha







Mutual of Omaha



OFFICIAL SPONSOR USA SWIMMING



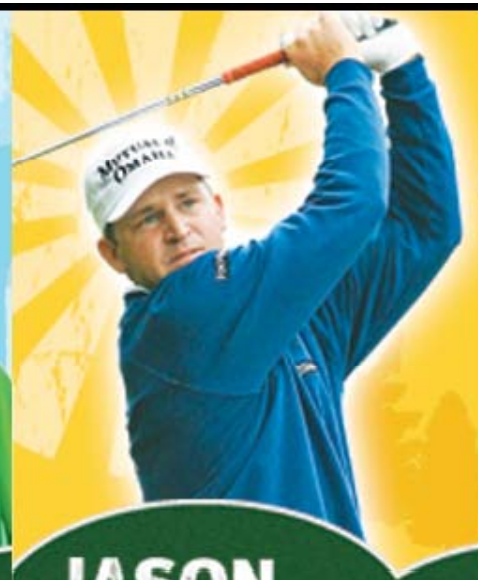
CRISTIE KERR



FRED FUNK



BILLY MAYFAIR



JASON BOHN



JOE OGILVIE



ROGER TAMBELLINI



RYAN ARMOUR



KEVIN STREELMAN

Building Long-term Relationships

- Name recognition
- Service and support
- Competitive products



Brighten Your Members' Lives



Mutual of Omaha



We provide the services and support you expect.

Your insurance agent will:

- Listen
- Work with you
- Provide ongoing support
- Attend meetings and events to share benefits information and answer questions
- Provide education and training support through educational events



Brighten Your Members' Lives



Mutual of Omaha



A Simple Process

Two Steps for You

1. Agree to allow Mutual of Omaha Insurance Company or United of Omaha Life Insurance Company to offer long-term care insurance to your members.

2. Work with your insurance agent to develop a marketing plan to reach your membership.

Two Steps for Your Insurance Agent

1. Develop and implement the marketing plan to announce the relationship and communicate to your members.

2. Work with interested members to determine which long-term care product best fits their needs.

Brighten Your Members' Lives



Mutual of Omaha



Questions?

Do you have questions about the long-term care insurance available to your members?

I am here to help!

[Agent Name]

[Agent Phone]

[Agent E-mail]

Long-term care insurance is underwritten by Mutual of Omaha Insurance Company or United of Omaha Life Insurance Company, Mutual of Omaha Plaza, Omaha, NE 68175. 1-800-775-6000. Mutual of Omaha Insurance Company is licensed nationwide. United of Omaha Life Insurance Company is licensed in all states except NY and does not solicit business in NY. Policy forms: LTC09M, LTC09M-AG (or state equivalent). In FL: LTC09M-FL, LTC09M-AG-FL; In ID: LTC09M-ID, LTC09M-AG-ID; In NC: LTC09M-NC, LTC09M-AG-NC; In NY: LTC09M-NY, LTC09M-AG-NY; In OK: LTC09M-OK, LTC09M-AG-OK; In OR: LTC09M-OR, LTC09M-AG-OR; In PA: LTC09M-PA, LTC09M-AG-PA; In TX: LTC09M-TX, LTC09M-AG-TX; In WA: LTC09M-WA, LTC09M-AG-WA. LTC09U, LTC09U-AG (or state equivalent). In FL: LTC09U-FL, LTC09U-AG-FL; In ID: LTC09U-ID, LTC09U-AG-ID; In NC: LTC09U-NC, LTC09U-AG-NC; In OK: LTC09U-OK, LTC09U-AG-OK; In OR: LTC09U-OR, LTC09U-AG-OR; In PA: LTC09U-PA, LTC09U-AG-PA; In TX: LTC09U-TX, LTC09U-AG-TX; In WA: LTC09U-WA, LTC09U-AG-WA. Each underwriting company is responsible for its own financial and contractual obligations. Products and features may not be available in all states and may vary by state. Policies have exclusions and limitations. For costs and complete details of coverage, contact us or your licensed insurance agent .

This is a solicitation of insurance. You may be contacted by telephone by an insurance agent.

Brighten Your Members' Lives



Mutual of Omaha

